Player's Please!
MADE IN U.S.A.
PLAYER'S NAVY CUT
BUY ONE AND THE SECOND PACK'S ON US.
See specially marked packs while supplies last.
SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.
Lights: 10 mg "tar," 0.8 mg nicotine—Kings: 16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

01604-D3

Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]

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